MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BSM2014 – IT SERVICE MANAGEMENT

(All sections / Groups)

9 MARCH 2017
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 4 Questions only.
2. Attempt **ALL** questions. Distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Read the following passage and answer all questions.

> Technology managers at the Bank of New York thought they were doing a good job of running the information systems, networks and other services the company supplies to its internal and external customers. But good wasn't good enough. They couldn't back up their assessment with metrics.
>
> "When senior business managers asked senior I.T. managers: 'How are you guys doing? How is the process working? Show me some measurements,' we were not able to supply that," recalls Joseph Gallagher, vice president of I.T. process implementation at the Bank of New York. Those measurements, which have since been adopted, include statistics such as the number of service outages and their severity as well as the amount of time it takes to restore service.
>
> *Source: http://www.baselinemag.com/c/a/Projects-Processes/How-Bank-of New-York-Uses-ITIL-to-Troubleshoot#sthash.Jbt5ILN1.dpuf*

a. If you are the Senior IT Manager of Bank of New York and you are required to prepare IT Service Catalogue for the company, what categories and list of IT services you will include in it? List **TWO (2)** categories of services with **THREE (3)** different types of services for each category. (5 marks)

b. Describe **ONE (1)** of the services that you have listed above by providing the following information. Follow the given format.

Service Category:	
Service Title	
Service Description	
Service fulfilment target	
Point of contact	

(16 marks)

Continued...

c. Describe **FOUR (4)** important elements of an incident record. (4 marks)

(Total: 25 marks)

QUESTION 2

a. Explain **TWO (2)** major purposes of Service Design. (4 marks)

b. Differentiate between Business Capacity Management, Service Capacity Management and Component Capacity Management by providing examples in an IT company. (9 marks)

c. There are many considerations regarding releases and deployment of releases into the live environment. Differentiate between the following concepts:
   i. Big Bang versus Phased approach (4 marks)
   ii. Push versus Pull approach (4 marks)
   iii. Automation versus Manual approach (4 marks)

(Total: 25 marks)

QUESTION 3

a. Define Continual Service Improvement (CSI). Provide example of CSI in organization. (5 marks)

b. Continual Service Improvement (CSI) is related to all other lifecycles in ITIL V3. Discuss **FOUR (4)** CSI values to business. (20 marks)

(Total: 25 marks)

QUESTION 4

Lahora Sdn. Bhd. is a local trading company that sells its products online. In 2018, Lahora is planning to expand its e-commerce platform by selling its products worldwide. As Information Technology Director in the company that implement ITIL V3, you have to clearly define ITIL lifecycles so that IT can effectively support the expansion strategy. Explain the **FIVE (5)** life cycles of ITIL V3 that should be implemented by your company. (25 marks)

(Total: 25 marks)

End of Paper